BTEC Assignment Brief

Qualification	BTEC International Level 3 Foundation Diploma in Esports BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	Unit 13: Business Applications of Esports in Social Media
Learning aims	**A:** Explore the impact of social media on the ways in which esports organisations promote their products and services
Assignment title	Like, share comment!
Assessor	
Issue date	
Hand in deadline	

Vocational scenario or context	Social media is one of the most essential platforms for esports organisations and teams. The esports industry make use of pretty much all forms of social media. Without them, the ability to live stream and provide commentary on Twitch or read threads on Reedit would be impossible, especially given that all of the esports audience engage with some sort of social media. As part of your role as a social media assistant, you have been asked to produce a social media article on how esports organisations use social media to interact with customers and promote products or services to their target audiences.

Task 1	Your social media article must evaluate: • the audience profiles of different social media websites. • the range of different ways esports organisations can use social media to promote products or services to their target audiences including the significance of these in meeting their business requirements. You will need to use real life and relevant examples to illustrate your points. • the use benefits and drawbacks to an esports organisation of using of social media to interact with their customers and promote products or services to their target audience. This will need to include real-life, relevant examples of how esports organisations have used social media effectively and how some esports organisations have not managed the risks involved effectively. • a conclusion that includes reasoned and valid judgements on the use of social media to interact with customers and promote products or services to the target audience.
Checklist of evidence	A social media article evaluating the esports organisational use of

required	social media to interact with customers and promote products or services to a target audience.
Criteria covered by this task:	
Unit/criteria reference	To achieve the criteria, you must show that you are able to:
13/A.D1	Evaluate the use of an esports organisation's use of social media to interact with customers and promote products or services to a target audience.
13/A.M1	Assess the different ways in which an esports organisation can use social media to promote products or services to a target audience.
10/A.P1	Explain the different ways in which an esports organisation can use social media to promote products or services to a target audience.
10/A.P2	Explain the audience profiles of different social media websites.
Sources of information to support you with this assignment	**Websites** weareneon.com/blog/esports-on-social-media socialbakers.com/blog/sports-vs-esports-social-media-report-2020 medium.com/@CrystalKM/efuse-is-the-best-social-media-site-for-esports-fans-ff68fa74854b redbull.com/gb-en/how-social-media-has-changed-esports scottytidwell.com/tag/social-media/ sotrender.com/blog/2017/06/6-lessons-learned-from-esports-brands-on-social-media/ influencermarketinghub.com/insights-into-esports-influencers-and-the-challenges-they-face/ kairosesports.com/service/social-media-strategy/ britishesports.org/women-in-esports/kimmieriot-top-10-social-media-marketing-tips-in-esports/